

Message Text

UNCLASSIFIED

PAGE 01 SAN SA 02467 252146Z
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----260305Z 044818 /73

R 252120Z MAY 77
FM AMEMBASSY SAN SALVADOR
TO USDOC WASHDC
INFO SECSTATE WASHDC 4418
AMEMBASSY PANAMA
AMEMBASSY SAN JOSE
AMEMBASSY GUATEMALA

UNCLAS SAN SALVADOR 2467

E.O. 11652: N/A
TAGS: BEXP, ES
SUBJECT: CABLE REPORT ON U.S. FOOD PROCESSING AND PACKAGING
MACHINERY AND EQUIPMENT CATALOG EXHIBITION - SAN SALVADOR

REF: 72 DEPT A-9166

1. NAME OF EXHIBIT: U.S. FOOD PROCESSING AND PACKAGING MACHINERY
AND EQUIPMENT CATALOG EXHIBITION.

2. PLACE AND DATES: SALON EL ROBLE, HOTEL CAMINO REAL; SUN
SALVADOR, EL SALVADOR: MAY 16 THRU 18 10:00 A.M. TO 8:00 P.M.
DAILY.

3. NUMBER OF FIRMS SUPPLYING CATALOGS: 115

4. NUMBER OF VISITORS: 297 (OF WHICH 36 ATTENDED SEMINAR AND
105 ATTENDED ON SITE OPENING RECEPTION).

5. TOTAL NUMBER OF TRADE INQUIRIES: 170

6. NUMBER OF EXHIBITING FIRMS RECEIVING TRADE INQUIRIES: (112
(97 PERCENT).

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7. REGISTRATION FORMS COMPLETED: 107.

8. COMMENTS:

(A) LAST QUESTION ON POST'S VISITOR REGISTRATION FORM ASKED
QUOTE WAS YOUR VISIT TO THIS SHOW WORTHWHILE? UNQUOTE.
BREAKDOWN OF REGISTERED RESPONSES SHOWS:

YES 91 (83 PERCENT)
MAYBE 17 (16 PERCENT)
NO 1 (1 PERCENT)
TOTAL 109

(B) ONE OBVIOUS REASON FOR SHOW'S SUCCESS TO DATE WAS PERFORMANCE OF ITR BARTHOLOMAI, WHOSE ENTHUSIASM AND DEDICATION NEVER WAIVERED NOTWITHSTANDING LONG HOURS AND A HEAVY SCHEDULE.

(C) A SECOND MAJOR EXPLANATION OF SHOWS SUCCESS WAS SUPPORT OF OTHER U.S. MISSION COMPONENTS, IN PARTICULAR UNUSUALLY HIGH MEDIA EXPOSURE GENERATED BY USIS AND HIGHLY EFFICIENT ADMINISTRATIVE SUPPORT PROVIDED BY GSO.

(D) FINALLY, IN COOPERATION WITH USIS COMATT SETTING UP SYSTEM FOR EVALUATING RESULTS OF SHOW OVER FOLLOWING YEAR THROUGH SERIES OF CIRUCLAR MAILINGS TO BOTH U.S. PARTICIPATING FIRMS AND REGISTERED VISITORS.
LOZANO

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 25-May-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977SANS02467
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770187-0981
Format: TEL
From: SAN SALVADOR
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770519/aaaaaqdb.tel
Line Count: 82
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9c50498a-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 72 STATE A-9166
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 31-Mar-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2372601
Secure: OPEN
Status: NATIVE
Subject: CABLE REPORT ON U.S. FOOD PROCESSING AND PACKAGING MACHINERY AND EQUIPMENT CATALOG EXHIBITION - SAN SALVADOR
TAGS: BEXP, ES
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/9c50498a-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
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